MCGRAW: "To smoke or not to smoke. Here is a place where you literally 'pays your money and takes your choice.'

Rockett Discusses Smoking [illegible]

"In the next chapter of this series, we will go into the controversy concerning chemistry and cancer. Until then, this is Walter McGraw returning you to Radio Central."

1003543521

Radio Reports, Inc., December 12, 1959

Mattison Discusses Smoking and Lung Cancer

Monitor, at 12:40 PM over WRCA (N.Y.) and the NBC Network:

ANNOUNCER: "The relationship of cigarette smoking to lung cancer will be our next specific field of inquiry as we switch again to our Monitor reporter."

MCGRAW: "This is Walter McGraw with a second in a series of Monitor reports on the current controversies in cancer research. Probably no area in this field has fostered more discussion than the matter of cigarette smoking.

"This fight came to another climax recently when the American Public Health Association passed a resolution which said that since it has been established that excessive cigarette smoking is a major factor in lung cancer, the public health officials in the United States should campaign to prevent cigarette smoking especially by young people.

"For details on the resolution, we talked to Dr. Berwyn Mattison, executive director of the American Public Health Association, who told us:"

MATTISON: "More than 25,000 people a year are killed by lung cancer in the United States. At the present rates, about a million of our current school children will, some time during their life, suffer lung cancer if the present pattern continues, and the reason that we are particularly interested in getting the message to the school children is that they are the ones who have the longest possible exposure to this particular hazard."

MCGRAW: "Just how much proof is there that tobacco causes lung cancer?"

MATTISON: "I want to point out that no one claims that cigarette smoking is the only cause of lung cancer, but that there has been an increasing amount of lung cancer coincident with an increasing amount of cigarette smoking. The death rate has increased about 43 times in the first half of this century. During that same period there has been a very marked increase of cigarette smoking. Perhaps the most impressive fact is that there have been cancer producing agents isolated from tobacco smoke. Some of the end products of combustion of tobacco, when applied to experimental animals, will actually produce cancer repeatedly."

MCGRAW: "I believe an answer to your argument is that while skin cancer is caused in mice by inducing tobacco carbons and so forth, this is not indicative that a man is a mouse."

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(more)

Source: https://www.industrydocuments.ucsf.edu/docs/kmcm0000

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